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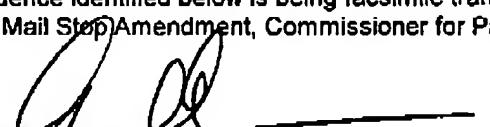
FAX COVER SHEET**PLEASE CONFIRM RECEIPT OF THIS FACSIMILE**

Attention:	MAIL STOP AMENDMENT Group Art Unit: 2167 Examiner: LEWS, Cheryl Renea	Fax:	(571) 273-8300
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-7882
Pages:	Cover + 1 + 10 = 12	Date:	April 13, 2007
From:	Georgann S. Grunebach	Fax:	(310) 964-0941
	Assistant General Counsel	Phone:	(310) 964-4615

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CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-8300 (Centralized Facsimile Number), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on April 13, 2007.



Georgann S. Grunebach, Reg. No. 33,179
Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

April 13, 2007
(Date of Signature)

Attention: Commissioner for Patents**Attorney Docket No. PD-202096**

Please find attached Re:

Serial No.: 10/790,465

Filing Date: March 1, 2004

- RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT DATED APRIL 9, 2007 (1 page)
- AMENDMENT UNDER 37 CFR 1.111 IN RESPONSE TO OFFICE ACTION DATED AUGUST 10, 2006 (10 pages)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

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PATENT
Customer No. 020991

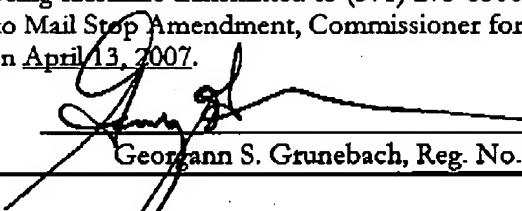
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Stephen P. Dulac Examiner: Cheryl Renea Lewis
Serial No.: 10/790,465 Group Art Unit: 2167
Filed: March 1, 2004 Docket: PD-202096
Title: COLLECTION AND CORRELATION OVER TIME OF PRIVATE VIEWING
USAGE DATA

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to (571) 273-8300
(Centralized Facsimile Number), addressed to Mail Stop Amendment, Commissioner for Patents, P.
O. Box 1450, Alexandria, VA 22313-1450, on April 13, 2007.

Date: April 13, 2007


Georgann S. Grunebach, Reg. No. 33,179

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

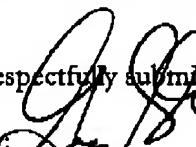
RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 C.F.R. §1.121)

Dear Sir:

Applicant's attorney received a Notice of Non-Compliant Amendment (37 C.F.R. 1.121) dated April 9, 2007, where the Notice states that the amendment received on January 23, 2007, is non-compliant because it included an erroneous status identifier.

Applicant's attorney submits herewith a revised Amendment under 37 C.F.R. §1.111 to overcome these objections.

In view of the above, it is submitted that this application is now in good order for allowance and such allowance is respectfully solicited. Should the Examiner believe minor matters still remain that can be resolved in a telephone interview, the Examiner is urged to call Applicant's undersigned attorney.


Respectfully submitted,

By:

Name: Georgann S. Grunebach
Reg. No.: 33,179

Date: April 13, 2007

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Customer No. 020991

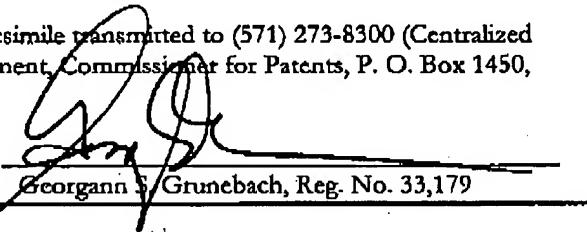
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Stephen P. Dulac	Examiner:	Cheryl Renea Lewis
Serial No.:	10/790,465	Group Art Unit:	2167
Filed:	March 1, 2004	Docket:	PD-202096
Title:	COLLECTION AND CORRELATION OVER TIME OF PRIVATE VIEWING USAGE DATA		

Certificate of Transmission under 37 CFR 1.8

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Date: April 13, 2007


Georgann S. Grunebach, Reg. No. 33,179AMENDMENT UNDER 37 C.F.R. §1.111

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated August 10, 2006, please amend the above-identified application as follows.